

**HEALTH AND HUMAN SERVICES BUYING TEAM
REQUEST FOR RESULTS
JULY 15, 2005**

Result: ***IMPROVE THE HEALTH OF IOWANS***

Indicators:

The set of indicators that we have selected highlight several important components of the health of Iowans from access to care to preventative strategies. These indicators are not meant to directly connect to everything that is done to improve the health of Iowans.

- Percent of Iowans responding Very Good or Excellent to the question, “How is your health, in general?” - The annual Iowa Behavioral Risk Factor Surveillance Survey (BRFSS) asks a representative sample of Iowans to rate their own health as excellent, very good, good, fair, or poor. This question is generated by CDC and has comparable data nationwide. This indicator gets at an overall health outcome as well as components of quality of and customer satisfaction with care.
- Percent of Iowans who have access to health insurance - Percent of all Iowans with health insurance and percent of Iowa children with health insurance based on US Census Bureau and Current Population Survey data. These data sources are updated annually. This measure captures the percent of Iowans who have access to the care and services they need in order to be healthy.
- Tobacco use among middle and high school students. The data source for this indicator is the Iowa Youth Tobacco Survey (IYTS), which is conducted every two years. We specifically decided to choose an indicator for healthy behaviors as opposed to the diseases that healthy behaviors reduce because we felt it important to have an indicator that could assess the effectiveness of preventative and education strategies. However, we struggled to pick a single measure as a gauge for all healthy behaviors. A tobacco indicator was chosen because it is one of the leading causes of death. We also considered indicators on physical activity and nutrition because of their relationship to obesity. In future iterations of this process, it may make sense to replace this indicator with a healthy behavior that targets obesity as trends show that obesity is a growing problem.

Strategy Map: (attached)

When taking a broad overview at improving the health of Iowans, it is a constant struggle to balance providing the services that Iowans need to be healthy and the preventative measures that allow them to avoid those services all together. Both are important.

Our map identifies five broad categories of strategies to improve the health of Iowans. The two most important categories are implied in our opening paragraph: All Iowans Have Access to Quality Care and Improve Preventative Strategies and Health Education

with access being the most important category because of its relationship to the leadership agenda. The next most important category is Improve Quality of Life. With the final two categories receiving equal weight: Mitigate Against Outside Risk Factors and Improve the Health Care System.

We acknowledge that there is overlap and interplay between the categories (in some cases quite significant). However, we chose to simplify our chart rather than attempt to draw a diagram that fails to capture that complexity and gives disproportionate importance to one or several components of that overlap and interplay.

These strategies can and should be addressed at the individual-level, community-level and environmental/policy-level

Additionally, we included a set of overarching principles/themes that are important to consider in conjunction with all of the strategies in order to be most effective in improving the health of Iowans. Those principles are the affordability of services and cost effectiveness of systems, the preservation of personal dignity and preference, reduction of health disparities among diverse populations, geographic distribution of services and community support.

All Iowans Have Access to Quality Care – This strategy focuses on access to the types of care/services that Iowans need to be healthy. This includes financial access to care as well as the content of care. The content of care includes preventative, primary, chronic/long term, emergency/acute, and behavioral/developmental (including substance abuse and mental treatment) care. We also think that is important to have continuity of care which covers regular/financial access, content of care and the portability of care/records.

Improve Preventative Strategies and Health Education – Strategies that increase healthy behaviors and stop problems before they start play a significant role in the long term health of Iowans. It is important to have the necessary consumer knowledge to make good lifestyle choices and know about and access preventative treatments.

Improve Quality of Life – There are a minimum set of conditions that form a baseline for a healthy life on both a micro and a macro level. Individuals must have a minimum level of stability and security before they can improve their health outcomes. On the micro level those conditions form the basis of our quality of life category. They include a safe and healthy living environment, a strong family, community based services and culturally appropriate practices.

Mitigate Against Outside Risk Factors – The minimum set of conditions that form a baseline for a healthy life on a macro level are primarily components of their surroundings. They include outside factors such as exposure to hazardous materials and conditions, clean water, clean air, safe and adequate food and limited exposure to infectious disease.

Improve the Health Care System – It is not simply enough to have access to care. The overall system of care must be of a high quality. This category of strategies, in particular, has a strong relationship and interplay to the other categories and is often necessary for those strategies to be effective. Strategies to improve the overall quality of the system include health care planning, care coordination, data collection, analysis and dissemination, cross system coordination (the interaction/communication between health and other service systems), physical access to care and availability of quality health providers.

Purchasing Strategies:

The Health Buying Team is seeking offers to:

1. *Increase access to health care for children*
2. *Integrate prevention strategies and early childhood education*
3. *Encourage collaboration between schools and preventative/education strategies.*
4. *Incorporate preventative strategies into care/service delivery*
5. *Emphasize community based services to keep people out of institutions longer*
6. *Target at risk/vulnerable populations*
7. *Reduce health disparities among diverse populations*
8. *Emphasize innovative approaches and best practices for affordability and cost-effectiveness of health systems*
9. *Increase efficiencies of health care/service delivery including the removal of barriers*

We are looking for offers that:

1. *Be innovative and bold in implementing Vilsack-Pederson priorities and values.*
This is not the old business as usual. Offers should continue ideas and improved services that produce results in the most effective and innovative ways. Offers are not limited to the services the State of Iowa currently provides the way we currently provide them. If an offer includes a service the State currently provides, the offer should improve upon those services. Adapt best practices to Iowa.
2. *Use the principles of smarter sizing, smarter spending, smarter management and smarter leadership.*
The State of Iowa must work smarter to produce better results with the available resources. Some principles that will do that include:
 - Consolidating services in a smart way;

- Buying services competitively;
- Using flexibility to produce accountability;
- Giving Iowans choices;
- Giving money to Iowans, rather than institutions;
- Making administrative systems allies, not enemies;
- Improving work processes and productivity;
- Improving the availability, quality, use, and sharing of data;
- Purchasing prevention, not remediation;
- Separating steering and rowing;
- Producing voluntary compliance;
- Targeting subsidies;
- Purchasing less mistrust; and
- Blending or braiding revenue streams.

3. *Divest lower value strategies so that there is more money to invest in higher value strategies.*

The State of Iowa cannot simply continue to provide all of the services it currently provides, because many of those services do not directly relate to the results Iowans want most. To provide those results, the State must target its resources toward services and programs that will directly impact those result areas. Investments must also target populations, regions or aspects of a delivery system that most need attention.

4. *Encourage collaboration and partnerships.*

The State of Iowa cannot do everything alone. Iowans want state departments to work with each other, as well as other levels of government, non-profits, and the private sector. The State's investments must build upon and work with community based organizations and initiatives. Partnerships require incentives. The State cannot construct a budget based on the hope that partners will fund a portion of the service, if those deals have not been discussed with the partners.

5. *Show measurable results.*

6. *Build on organizational core competencies.*

When offers are made to fund existing state services, they should build upon that service's strengths. Offers should improve upon the areas that Iowans expect and want from state government, not abandon the core service.

7. *Promote cultural competence.*

Diversity is important to the future of Iowa. Offers should welcome and serve diverse populations.